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FDA

5630 Fishers Lane

Rockville, MD 20852

January 23, 2000

Dear Sir or Madam:

Re: Direct-to-consumer drug advertising

I suggest that if the FDA continues to permit such advertising, advertisers be required to prominently state the average retail price of a one month supply of the drug (or, in the case of drugs used only acutely, a one week supply) in all advertisements.

Without limiting the right of pharmaceutical companies to promote their products, this would empower and inform potential consumers of their drugs, help to limit medical expenditures, reduce wasteful physician consultations, and reduce potential conflict between patients and third-party payers.

In my primary care practice, I find that many patients who make tentative requests for medications they have seen advertised withdraw these requests once they discover the cost of the medication if they are required to pay for it themselves, or they become very understanding of their insurer's limitations on the use of these expensive drugs.

Although beyond the remit of the current review, I would suggest that all prescription drug advertising, to professionals or consumers, carry a similar requirement.

Sincerely,

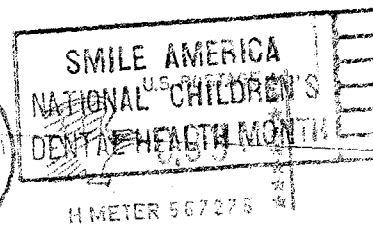
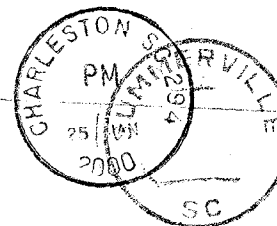


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